Event Grants Program Guidelines

Mount Alexander Shire Council Event Grants Program

Mount Alexander Shire Council is committed to supporting vibrant local events that foster community wellbeing and connection. Each year, we allocate funding to initiatives that reflect the priorities outlined in the 2025 - 2029 Council Plan.

To be eligible for funding, events must:

Align with the strategic pillars and objectives of the Council Plan

Demonstrate clear benefits to the local community

promote inclusivity, accessibility and sustainability

Event Grants Program Overview

Mount Alexander Shire Council's Event Grants Program is open twice a year and supports events held within the financial calendar year.

Round 1 - Events held between 1 January to 30 June

Round 2 - Events held between 1 July to 31 December

In addition to the scheduled funding rounds, the Quick Response Event Grant Program is available year-round, or until the annual funding pool has been fully allocated.

Funding Tiers

Our funding is based on the following tier system. We encourage you to apply for the tier that best reflects your expected attendance.

Tier	Expected Attendance	Grant Amount
Tier 1	Over 2,000	$3,000
Tier 2	1,000 - 2,000	$2,000
Tier 3	Under 1,000	$1,000

Multiple Events

Eligible applicants hosting more than one event per year may apply for multiple grants.

> *Note: Each event is eligible for only one grant*

Quick Response Event Grant

Available all year-round, this program offers flexible support for events. Applications are accepted on a rolling basis and assessed until available funds run-out

- o $500 available per event
- o **Application process:** Brief online application through [Smartygrants](#)
- o Applications are required to demonstrate that the event has a time-sensitive need for funding, such as last minute opportunities or unexpected costs
- o **Reporting requirements:** Acquittal report with a summary of outcomes, photos or media links, after the event

How to apply

1. **Discuss your event** with the Venues and Events Team:
    📞 (03) 5471 1700
2. **Apply online** via SmartyGrants:
    🔗 mountalexander.smartygrants.com.au

Program objectives

Aligned with Council's five focus areas, the Events Grants Program aims to:

1. Support events that contribute to:

   - Communities: *Healthy, connected and inclusive communities*
   - Natural Environments: *Enhanced and protected natural environments*
   - Infrastructure: *Appropriate, accessible and climate-resilient infrastructure*
   - Wellbeing Economies: *Thriving economies that serve the wellbeing of people, place and the environment*
   - Organisation: *A responsive, trusted and effective Council*

2. Ensure the grant process is fair and transparent

Applicants are encouraged to review the **Council Plan 2025 - 2029** and other relevant strategies before applying, including:

- Mount Alexander Shire Council Economic Development Strategy
- Mount Alexander Shire Council Climate Change Strategy
- MASDAG guide to organising Accessible Events
- Australian Government Youth Engagement Toolkit

Key Dates

Stage	Round 1	Round 2
Applications open	Mid-August	Mid-February
Applications close	Mid-September	Mid-March
Assessment	October	April
Councillor briefing & notifications	October	April
Funding agreements due	November	May
payments made	November-december	June
Public announcement	December	June

Quick Response Event Grants

Available **year-round** until funds are fully allocated. Ideal for time-sensitive events outside the main funding rounds.

Who Can Apply?

Applicants must:

- Be a not-for-profit, incorporated association, registered charity, auspiced group, commercial or eligible service organisation
- Have an ABN or submit a Statement by a Supplier form
- Not be in debt or dispute with Council
- Submit only one application per event per financial year

Auspiced applicants must include a signed auspice agreement. A template is available on our Council website.

What can be funded?

Funding supports a wide range of event production costs for:

- New or established events
- One-off or recurring events
- Not-for-profit or commercial events

Examples of how you could use the funds:

- Permit fees (e.g. road closures, signage, camping, fundraising)
- Hire fees of venues and equipment
- Promotion

- Artist fees

What cannot be funded?

- Events outside Mount Alexander Shire
- Events with outstanding grant acquittals
- Projects that:
    - Are offensive or inappropriate
    - Are solely for fundraising without broader benefit
    - Are the responsibility of other government bodies
- Capital works, maintenance, or debt repayment
- Excursions, catering, prizes, or gifts
- Ongoing operational costs (e.g. salaries, rent, insurance)
- Private events not open to the wider community
- Late or incomplete applications

Application Requirements

- All applications must include **quotes** for goods/services
- **Tier 1 applications** must also include an **Event Plan** with:
    - Contacts, key tasks, timelines
    - Site and venue plans
    - Traffic and transport plans
    - Permits and licenses
    - Budget and revenue details

Recommended documents:

- Attendance data or projections
- Economic, environmental, and risk plans
- Marketing and communications plan
- Emergency management plan

Assessment Criteria

Strategic Alignment (75%)

How well the event aligns with the objectives of the 2025 - 2029 Council Plan

Feasibility (25%)

demonstrated ability to plan and deliver the event

Notification of Funding

- **Successful applicants** will receive a funding agreement via email and must return a signed copy with an invoice to receive payment
- **Unsuccessful applicants** will be notified via email. Feedback can be requested

How to apply

3. **Discuss your event** with the Venues and Events Team:

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4. **Apply online** via SmartyGrants:

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Mount Alexander
Shire Council